



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

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Nigeria

Promotion Opportunities

2000

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Report Highlights:

Programmed marketing activities providing market entry opportunities for U.S. exporters wishing to export to Nigeria are detailed in this report. U.S. exporters may participate directly by contacting show organizers or through FAS/Lagos, Nigeria. Post will assist exporters in arranging for the exhibition of product samples and sales catalogs.

Includes PSD changes: No
Includes Trade Matrix: No
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"The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the organizers directly for further information."

SECTION I. TRADE SHOWS

A. Title of Activity / Event: Lagos International Trade Fair

Dates: November 03 - 12, 2000

Venue: TBS, Lagos, Nigeria, West Africa

Organizer Contact Information:

1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- aglagos@fas.usda.gov
2. Mr. Olumide Adekunle, Director-General, Lagos Chamber of Commerce & Industries, Commercial House, #1, Idowu Taylor Street, Victoria Island, Lagos, Nigeria, West Africa Telephone/Fax #: 234-1-261.1525 / 261.3917

Brief Narrative: The Lagos International Trade Fair is an annual event organized by the Lagos Chamber of Commerce & Industries in Lagos. It is the largest of the three dominant international trade fairs held in Nigeria. In 1999, this show recorded an increased foreign participation due in large part to the recent emergence of a democratically-elected government which is supporting economic reforms and an improved business environment.

The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria will recruit Nigerian importers/distributors handling U.S. food product lines to exhibit at the American Pavilion during the event. FAS/Lagos also will organize an information booth. Similar exhibitions in the last two editions of the fair have resulted in increased sales of U.S. food products in Nigeria as well as an increased number of importers making contact with U.S. exporters and manufacturers to distribute their products in Nigeria.

U.S. exporters seeking to do business in Nigeria should utilize this promotional opportunity. U.S. exporters may participate directly or through the Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos by sending product samples or catalogs for exhibition at the event.

B. Title of Activity/Event: Kaduna International Trade Fair

Dates: February 23 - March 04, 2001

Venue: Kaduna International Trade & Investment Center, Kaduna, Nigeria, West Africa

Organizer Contact Information: 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail - aglagos@fas.usda.gov

2. Mrs Suinner, President, Nigerian-American Chamber of Commerce, Kaduna State Chapter, Kaduna Club Premises, Waff Road, Kaduna State, Nigeria. Tel/Fax #: 234-62-211-796
e-mail - nacckad@Skannet.com

Brief Narrative: The Kaduna International Trade Fair is an annual event organized by the Kaduna Chamber of Commerce, Industries, Mines & Agriculture in Kaduna, Nigeria. It is the second largest of the three dominant international trade fairs held in Nigeria.

Post is attempting to support this important sales event. Last year's show was canceled following rioting between Christian and Muslim religious groups. The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria is organizing Nigerian importers that represent U.S. food exporters to exhibit American food products at the American Pavilion to be provided by the Nigerian-American Chamber of Commerce, Kaduna State Chapter, in Nigeria. It also has planned to also maintain an information booth during the event.

This will provide a new-to-market entry opportunity for U.S. food exporters wishing to do business in Nigeria. U.S. exporters can participate directly or through the Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria by sending product samples or catalogs for exhibition at the event.

C. Title of Activity/Event: Enugu International Trade Fair

Dates: April 20 - 30, 2001

Venue: International Trade Fair Complex, Abakaliki Road, Enugu, Nigeria

Organizer Contact Information: 1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926
e-mail - aglagos@fas.usda.gov

2. Mr. Sam Nwaekeke, Executive Director, Enugu Chamber of Commerce, Industry, Mines and Agriculture, International Trade Fair Complex, Abakaliki Road, Enugu, Nigeria. Tel #: 234 - 42 - 250.575 Fax#: 234 - 042 - 259.511 e-mail - eccima@infoweb.abs.net

Brief Narrative:

USDA/FAS in Lagos, Nigeria has planned to organize an 'Eat & Drink American Food' showcase in the American Pavilion which will be arranged by the above-stated Chamber of Commerce, during the event. It will recruit these local firms mostly based in Lagos for the Enugu fair which is about 850 miles east of Lagos.

Eastern Nigeria represents about 26 percent the Nigerian market. Enugu is the regional headquarters of the former eastern Nigeria and many of Nigeria's elites and the middle-class consumers dwell in the city. Enugu is also the home state of many of the Nigerian importers of food products who oftentimes patronize the organization through either visiting or exhibiting at the fair. Post's marketing activities in the region are expected to result to contact with more local importers of food products which may translate to trade leads and imports of U.S. food products. Apart from improved awareness of the high quality and availability of American food products,

Post participation will assist to re-assure local consumers and retailers of the U.S. origin of many consumer-ready food products sold by local representatives of U.S. exporters in Nigeria.

SECTION II. RETAIL IN-STORE PROMOTION

Title of Activity / Event: 2nd 'Eat & Drink American' In-store Promotion

Dates: October 07 - 21, 2000

Venue: Bestway Supermarket, Port Harcourt, Nigeria, West Africa

Organizer Contact Information:

1. Mr. David Rosenbloom, Agricultural Counselor, Foreign Agricultural Service of the U.S. Department of Agriculture, American Embassy, #2, Walter Carrington Crescent, Victoria Island, Lagos, Nigeria Tel/Fax: 234 - 1 - 261 - 3926 e-mail:- aglagos@fas.usda.gov

2. Mr. Fidelis Tagbo, General Manager, Bestway Cash & Carry Ltd, #13, Omoku Street, D/Line, Port Harcourt, Rivers State, Nigeria, West Africa Tel: 234-84-230.554, 239.025 Fax: 234-84-239.209 e-mail:bestway@phca.linkserve.com

Brief Narrative: The Foreign Agricultural Service of the U.S. Department of Agriculture in Lagos, Nigeria with Bestway Supermarkets, plans to organize the second 'Eat & Drink American' in-store promotion in Port Harcourt, Nigeria. This city has a high concentration of the high-income Nigerians and a large expatriate community working in the oil industry.

One of the discoveries of the first in-store promotion held at Bestway supermarkets in December, 1999, was that Nigerian consumers are seeking a wider variety of High Value Products(HVPs) from the U.S. The organizers of this event have indicated a willingness to accommodate and to render needed assistance to any U.S. food exporter wishing to introduce his product/s into the Nigerian market during the event.

U.S. food exporters can utilize this opportunity to gain consumer exposure for their products and to evaluate their marketability. The event will be attractive to local importers and other distributors who seek to enter into agreements with U.S. exporters to distribute their products.

SECTION III. POST CONTACT AND FURTHER INFORMATION

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